

■ OVERVIEW

Gain greater understanding of the key features, capabilities and benefits of the Customer Decision Hub in this essentials course. Learn how components such as Proposition Management, Predictive Analytics and Interaction History are used to create, simulate and analyze real-time Next-Best-Action decision strategies. Get hands-on experience building strategies for real-time interactions as well as simulating and analyzing their results using Visual Business Director. Learn how to address changing business needs by applying alternative strategies to a group of customers.

COURSE BENEFITS

By the end of this course, you will be able to successfully:

- Understand the basic components and capabilities of Pega's Customer Decision Hub.
- Understand how Next-Best-Action improves the customer experience.
- Create a predictive model and use it in the Next Best Action strategy.
- Explain how adaptive modeling works and configure adaptive models.
- Prioritize propositions based on marketing weight, customer intent and predicted customer
- Run alternative strategies and compare the results using Visual Business Director

VERSION Customer Decision Hub V7.21

TARGET AUDIENCE Decisioning consultants who want to implement a Next-Best-Action application on a customer site

PREREQUISITES None

COURSE LENGTH Equivalent to 5 classroom days

TRAINING OPTIONS Self-study, Classroom or Virtual

COURSE TOPICS

- Improving the customer experience and enriching business applications with Next-Best-Action
- Understanding the importance of propositions
- Designing a decision strategy and using decision analytics in a decision strategy
- Testing strategies en mass with simulations
- Taking control of your Next-Best-Action strategy
- Assessing the impact of a new product offer
- Executing decision strategies
- Balancing business objectives and customer needs
- Avoiding redundant product offerings
- Retaining your customers with predictive analytics
- Predicting customer behavior using real-time data



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Pega Academy's courses, designed and developed by Pega's certified experts, provide you with the knowledge needed to master our enterprise software and help your company achieve its digital transformation. Our training options offer the flexibility of learning at your own pace, in the format that works for you and your schedule. Whether you choose self-study training, instructor-led training, or a blended approach our courses provide you with the knowledge and hands-on experience required to successfully design, build, and deploy applications that engage, simplify and adapt to help manage change. In addition, we help prepare you to become a Pega Certified Professional.

For more information, please contact us at 1-617-866-6500 (9 AM to 5 PM EST) or +44(0) 1189211488 (09:00 to 17:00 GMT) or via email at education@pega.com.

COURSE PATH

